




## Proposed Calendar of Events for 2016

St Patty's Day Celtic Fest.....	March 12
KidzFest.....	May 14
Classic Movie Night.....	June 11
Friday Night Live .....	June 17
Sunday Concerts .....	June 19
Rockin' Independence Eve.....	Sunday, July 3
Classic Movie Night.....	July 9
Friday Night Live .....	July 15
Sunday Concerts .....	July 17
Classic Movie Night.....	August 13
Friday Night Live .....	August 19
Sunday Concerts .....	August 21
Sunday Concerts .....	September 18
OctoBeer Fest.....	October 14 - 15 -16
(Sunday from 12 noon to 5pm)	

(Prepared by Full Circle Marketing)

		
<b>Total Event Expenses vs Revenue</b>		
<b>Event</b>	<b>Expenses</b>	
St Patty's Celtic Fest	\$	7,512.00
Kidz Fest	\$	7,752.53
Friday Night Live June	\$	14,747.42
Friday Night Live July	\$	14,945.81
Friday Night Live August	\$	14,910.16
Classic Movies On Mall	\$	3,425.00
Rockin Independence Eve	\$	17,891.88
Octobeer Fest	\$	34,919.59
Sunday Concert	\$	3,425.00
Family Movies	\$	3,400.00
<b>Total Expenses</b>	<b>\$</b>	<b>122,929.39</b>
<b>these are rough projected numbers</b>		
<b>Events</b>	<b>Revenue</b>	
St Patty's Celtic Fest	\$	7,500.00
Kidz Fest	\$	9,250.00
Friday Night Live June	\$	14,500.00
Friday Night Live July	\$	15,000.00
Friday Night Live August	\$	15,000.00
Classic Movies On Mall	\$	2,500.00
Rockin Independence Eve	\$	18,250.00
Octobeer Fest	\$	37,750.00
Sunday Concert	\$	3,000.00
Family Movies	\$	2,500.00
<b>Total Revenue</b>	<b>\$</b>	<b>125,250.00</b>
<b>these are rough projected numbers</b>		
<b>Net Revenue</b>	<b>\$</b>	<b>2,320.61</b>
<b>these are rough projected numbers</b>		

**SPECIAL EVENT CONSIDERATIONS FOR DISCUSSION:**

- € Special Event Purpose
- € Deposits for Tents, Talent, Fencing and more.
- € Time Table
- € Competing Events or Combining Events
- € Event Layout / Map / Access
- € Revenue Generation
- € Incentives / Disincentives
- € Payment Schedule
- € Contingency Planning
- € Special Risks

CONTRACTOR:

BY: \_\_\_\_\_

TITLE: SPECIAL EVENT COORDINATOR

DATE: 11/25/15

CITY OF WINCHESTER:

BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

**CITY OF WINCHESTER  
SPECIAL EVENT TASK ORDER  
REQUEST FORM**

The OTDB Executive Director, the City's authorized Contract Administrator, and Dario Savarese, USA Marketing, shall utilize this template to begin the specific task order discussions for all aspects of each event. Each task order shall be fully incorporated and made a part of Contract No. 200806 and in the event of conflict, the order of precedence shall be: 1) Contract No. 200806 and 2) City Task Order.

**EVENT NAME:** St Patty's Day Celtic Fest, March 12th, 2016

**EVENT LOCATION:** Along the whole Old Town Walking Mall & Taylor Pavilion

**A. LABOR HOURS: QTY: LABOR RATE: TOTAL COST:**

Principal:	_____	x	_____	=	Retainer
Laborer:	_____	x	_____	=	__Retainer__
Event Coordinator:	_____	x	_____	=	__Retainer__
Work Release:	_____	x	N/A	=	_____
Volunteers:	_____	x	N/A	=	_____

**B. ADVERTISING CAMPAIGN**(media, marketing, sales):

Advertising Expenses: **See Attached projections**

radio, print, video, social media, posters, signs - see attached

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**C. OPERATIONAL EXPENDITURES** (Street performers, civic and charitable groups, and all the retail, advertising)

Firms Operating Expenses: **See attached projections**

List out equipment needed: **See attached projections**

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**D. OPERATIONAL REVENUE** (sponsorship, advertising, etc.):

Firm's Revenue: **See attached projections**

List our Revenue Sources: **See attached projections**

Ticket and corporate sponsors- see attached

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**E. PROJECTED TOTAL EVENT COST; See Attached projections**

<b>St Patty's Celtic Fest</b>	<b>March 12th, 2016</b>		
<b>Expenses</b>	<b>Total Cost</b>		
Grand Rental Station	\$ 800.00		
Johnny Blues	\$ 500.00		
Security	\$ -		
Insurance	\$ 175.00		
Photography	\$ 100.00		
Valley Ice	\$ -		
Fencing	\$ 300.00		
Rest Room Attendant	\$ 35.00		
Sunbelt Rental			
Old Court House Civil War Museum	\$ -		
Palmer Media (Audio/Sound)	\$ 500.00		
Media Campaign			
I HeartMedia (Q102, 98.3, 99.3 FM)	\$ 500.00		
Centennial Broadcasting (92.5 WINC B105, 1400 AM)	\$ 500.00		
Video Production	\$ 300.00		
The Winchester Star	\$ 500.00		
NV Dailey	\$ 100.00		
Frederick Report	\$ 50.00		
Google ad's	\$ 50.00		
Facebook Boosting	\$ 75.00		
Bands- Performers & Entertainment	\$ 2,000.00		
MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups,fliers, volunteer food, poster ad design)	\$ 1,000.00		
Winchester Parking Authority	\$ 27.00		
<b>Sub total expenses (some expenses subject to change)</b>	<b>\$ 7,512.00</b>		
<b>Revenue (subject to change based on sponsorships - projected revenue extimated lower then expected)</b>	<b>Total</b>		
non ticket event - FREE for families	\$ -		
Exhibitors Vendors	\$ 1,000.00		
Sponsorship & Advertising Revenue	\$ 6,500.00		
<b>Total revenue projected</b>	<b>\$ 7,500.00</b>		
<b>Net Revenue</b>	<b>\$ (12.00)</b>		
Media Partner and Trade Value I Heart Media, Centenial Braodcasting, Winchester Star, Comcast, Frederick Report, Valley Home Style, Google Ads, OTW Facebook, partner's Facebook	\$ 20,000.00		

**CITY OF WINCHESTER  
SPECIAL EVENT TASK ORDER  
REQUEST FORM**

The OTDB Executive Director, the City's authorized Contract Administrator, and Dario Savarese, USA Marketing, shall utilize this template to begin the specific task order discussions for all aspects of each event. Each task order shall be fully incorporated and made a part of Contract No. 200806 and in the event of conflict, the order of precedence shall be: 1) Contract No. 200806 and 2) City Task Order.

**EVENT NAME:**           **Kidz Fest, SATURDAY, May 14, 2016**

**EVENT LOCATION:**   Old Court House Civil War Museum – Mall – Feltner Parking Lot – Taylor Pavilion

<b>A.</b>	<b>LABOR HOURS:</b>	<b>QTY:</b>		<b>LABOR RATE:</b>		<b>TOTAL COST:</b>
	Principal:	_____	x	_____	=	Retainer
	Laborer:	_____	x	_____	=	Retainer
	Event Coordinator:	_____	x	_____	=	Retainer
	Work Release:	_____	x	N/A	=	_____
	Volunteers:	_____	x	N/A	=	_____

**B.    ADVERTISING CAMPAIGN**(media, marketing, sales):

Advertising Expenses:   **See Attached projections**

Radio, Print, Video, social media, posters, signs.. see attached

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**C.    OPERATIONAL EXPENDITURES** (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses:       **See attached projections**

List out equipment needed: **See attached projections**

Tents, tables, and performers

**D.    OPERATIONAL REVENUE** (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: **See attached projections**

List our Revenue Sources: **See attached projections**

Corporate sponsors- see attached

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**E.    PROJECTED TOTAL EVENT COST; See Attached projections**

<b>Kidz Fest May 14th, 2016</b>		
<b>Expenses</b>	<b>Total Cost</b>	
City Tax	\$ -	
Grand Rental Station (inflatables & sports experience)	\$ 216.56	
Johnny Blues	\$ 804.98	
Security	\$ -	
Insurance	\$ 175.00	
Photography	\$ 100.00	
Valley Ice	\$ -	
Fencing	\$ 27.74	
Rest Room Attendant	\$ 30.00	
Sunbelt Rental	\$ -	
Old Court House Civil War Museum	\$ -	
Palmer Media (Audio/Sound)	\$ -	
Media Campaign		
I HeartMedia (Q102, 98.3, 99.3 FM)	\$ 500.00	
Centennial Broadcasting (92.5 WINC B105, 1400 AM)	\$ 500.00	
Video Production	\$ 300.00	
The Winchester Star	\$ 485.26	
NV Dailey	\$ 99.88	
Frederick Report	\$ 111.11	
Google ad's	\$ 50.00	
Facebook Boosting	\$ 75.00	
Bands- Performers & Entertainment	\$ 3,000.00	
MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$ 1,250.00	
Winchester Parking Authority	\$ 27.00	
<b>Sub total expenses (some expenses subject to change)</b>	<b>\$ 7,752.53</b>	
<b>Revenue (subject to change based on sponsorships)</b>	<b>Total</b>	
non ticket event - FREE for families	\$ -	
Exhibitors Vendors	\$ 1,750.00	
Sponsorship & Advertising Revenue	\$ 7,500.00	
<b>Total revenue projected</b>	<b>\$ 9,250.00</b>	
<b>Net Revenue</b>	<b>\$ 1,497.47</b>	
Media Partner and Trade Value I Heart Media, Centennial Broadcasting, Winchester Star, Comcast, Frederick Report, Valley Home Style, Google Ads, OTW Facebook, partner's Facebook	\$ 20,000.00	

**CITY OF WINCHESTER  
SPECIAL EVENT TASK ORDER  
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**EVENT NAME:** Classic Movies on the Mall (Second Saturday, June, July, August, 2016)

**EVENT LOCATION:** Taylor Pavilion

**A. PROJECTED TOTAL EVENT COST; See Attached projections**

<b>B.</b>	<b>LABOR HOURS:</b>	<b>QTY:</b>	<b>LABOR RATE:</b>	<b>TOTAL COST:</b>
Principal:	_____	x	_____	= _____ Retainer_____
Laborer:	_____	x	_____	= _____ Retainer_____
Event Coordinator:	_____	x	_____	= _____ Retainer_____
Work Release:	_____	x	N/A	= _____
Volunteers:	_____	x	N/A	= _____

**C. ADVERTISING CAMPAIGN:**

Advertising Expenses: **See Attached Projections**

List out media campaign and plan: Posters, A-frames- inserts, social media boosting, etc.

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**D. OPERATIONAL EXPENDITURES** (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: **See Attached Projections**

List out equipment needed:

Provided by Magic Lantern and to facilitate showing of movies, cost of movies - see attached

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**E. OPERATIONAL REVENUE** (sponsorship, advertising, etc.):

Firm's Revenue: **See Attached Projections**

List our Revenue Sources:

Corporate sponsor - see attached

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**F. PROJECTED TOTAL EVENT COST: See Attached Projections**



<b>Classic Movies on The Mall, 2016, Second Saturday</b>		
<b>Approximate Expenses</b>	<b>Total Cost</b>	
Grand Rental Station		
Johnny Blues		
Insurance	\$ 175.00	
Palmer Media (Audio/Sound)		
Media Campaign	\$ 500.00	
Clear Channel/iHeartMedia (Q102, 98.3, 99.3 FM)		
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)		
Google ad's		
Facebook Boosting		
<b>Entertainment 3 movies</b>	\$ 2,000.00	
MISC (i.e press conference, Piccadilly Printing-posters, Signet Screen-signs, rack card, bathroom attendant, survey cards, fliers, poster & ad design)	\$ 750.00	
<b>Sub total expenses (some expenses subject to change)</b>	<b>\$ 3,425.00</b>	
<b>Revenue (subject to change based on sponsorships - projected revenue extimated lower then expected)</b>	<b>Total</b>	
non ticketed event -- <b>FREE to public</b>		
Sponsorship	\$ 2,500.00	
<b>Total revenue projected</b>	<b>\$ 2,500.00</b>	
<b>Net Revenue</b>	<b>\$ (925.00)</b>	

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**EVENT NAME:** Friday Night Live, June 17, 2016

**EVENT LOCATION:** Taylor Pavilion and additional performs on Old Town Mall

**A. LABOR HOURS: QTY: LABOR RATE: TOTAL COST:**

Principal:	_____	x	_____	=	Retainer
Laborer:	_____	x	_____	=	Retainer
Event Coordinator:	_____	x	_____	=	Retainer
Work Release:	_____	x	N/A	=	_____
Volunteers:	_____	x	N/A	=	_____

**B. ADVERTISING CAMPAIGN**(media, marketing, sales):

Advertising Expenses: **See Attached projections**

Radio, print, video, social media, posters, signs - see attached

**C. OPERATIONAL EXPENDITURES** (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: **See attached projections**

List out equipment needed: **See attached projections**

Tents, tables, bands and street performers

**D. OPERATIONAL REVENUE** (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: **See attached projections**

List our Revenue Sources: **See attached projections**

Corporate sponsors- see attached

**A. PROJECTED TOTAL EVENT COST; See Attached projections**

Friday Night Live - June 17, 2016		
Expenses	Total Cost	
City Admission Taxes	\$ 126.55	
Grand Rental Station (tent, chair, tables)	\$ 750.00	
Photographer	\$ 100.00	
Johnny Blue	\$ 200.00	
Security	\$ 300.00	
Insurance	\$ 175.00	
Ice/WalMart	\$ 150.00	
Fencing	\$ 27.74	
Parking Authority	\$ 27.00	
Palmer Media (Audio/Sound)	\$ 1,500.00	
Media Campaign		
I Heart Radio (Q102, 98.3, 99.3 FM)	\$ 1,000.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$ 1,000.00	
Video Production	\$ 285.71	
The Winchester Star	\$ 485.26	
The Journal	\$ 160.00	
NV Dailey	\$ 99.88	
Frederick Report	\$ 111.11	
Wein & Stien	\$ 66.67	
Google ad's	\$ 150.00	
Facebook Boosting	\$ 32.50	
Entertainment		
Bands	\$ 5,000.00	
Street Performers and Musicians; Caricature, Photo Booth, Stilt Walker, Magician, Mime	\$ 1,500.00	
Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$ 1,500.00	
<b>Sub total expenses (some expenses subject to change)</b>	<b>\$ 14,747.42</b>	
Revenue (subject to change based on sponsorships - projected revenue estimated lower then expected)	Total	
Tickets	\$ 3,000.00	
Exhibitors/Vendors	\$ 500.00	
Sponsorship & Advertising Revenue	\$ 11,000.00	
<b>Total revenue projected</b>	<b>\$ 14,500.00</b>	
<b>Net Revenue</b>	<b>\$ (247.42)</b>	
Media Partner and Trade Value I Heart Media, Centennial Broadcasting, Winchester Star, Comcast, Frederick Report, Valley Home Style, Google Ads, OTW Facebook, partner's Facebook	<b>\$ 25,000.00</b>	

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**EVENT NAME:** Sunday Concert (Third Sunday of the month, June, July, August, September, 2016)

**EVENT LOCATION:** Taylor Pavilion

**A. PROJECTED TOTAL EVENT COST; See Attached projections**

<b>B. LABOR HOURS:</b>	<b>QTY:</b>		<b>LABOR RATE:</b>		<b>TOTAL COST:</b>
Principal:	_____	x	_____	=	____Retainer____
Laborer:	_____	x	_____	=	____Retainer____
Event Coordinator:	_____	x	_____	=	____Retainer____
Work Release:	_____	x	N/A	=	_____
Volunteers:	_____	x	N/A	=	_____

**C. ADVERTISING CAMPAIGN**(media, marketing, sales):

Advertising Expenses: **See Attached Projections**

List out media campaign and plan: Posters, A-frames- inserts, social media boosting, etc.

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**D. OPERATIONAL EXPENDITURES** (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: **See Attached Projections**

List out equipment needed: Managed by full circle marketing, cost of bands - see attached

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**E. OPERATIONAL REVENUE** (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: **See Attached Projections**

List our Revenue Sources: corporate sponsor see attached

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**F. PROJECTED TOTAL EVENT COST: See Attached Projections**

<b>Sunday Concerts June, July, August, September 2016, third Sunday</b>			
<b>Approximate Expenses</b>	<b>Total Cost</b>		
Grand Rental Station			
Johnny Blues			
Insurance	\$ 175.00		
Palmer Media (Audio/Sound)			
Media Campaign	\$ 500.00		
Clear Channel/iHeartMedia (Q102, 98.3, 99.3 FM)			
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)			
Google ad's			
Facebook Boosting			
<b>Entertainment</b>			
Bands- (One Stage) 4 Bands/ 4 Dates	\$ 2,000.00		
MISC (i.e press conference, Piccadilly Printing- posters, Signet Screen-signs, rack card, bathroom attendant, survey cards, fliers, poster & ad design)	\$ 750.00		
<b>Total Expenses</b>	<b>\$ 3,425.00</b>		
<b>Revenue (some revenue subject to change based on pledged sponsorships)</b>	<b>Total</b>		
non ticketed event -- <b>FREE to public</b>			
Exhibitors-Vendors			
Sponsorship	\$ 3,000.00		
<b>Total revenue projected</b>	<b>\$ 3,000.00</b>		
<b>Net Revenue</b>	<b>\$ (425.00)</b>		

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**EVENT NAME:**           **Rockin Independence Eve, Friday, July 3, 2016**

**EVENT LOCATION:**   **Old Court House Civil War Museum – Mall – Feltner Parking Lot – Taylor Pavilion**

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**A.           PROJECTED TOTAL EVENT COST; See Attached projections**

<b>A.</b>	<b>LABOR HOURS:</b>	<b>QTY:</b>		<b>LABOR RATE:</b>		<b>TOTAL COST:</b>
	Principal:	_____	x	_____	=	Retainer
	Laborer:	_____	x	_____	=	Retainer
	Event Coordinator:	_____	x	_____	=	Retainer
	Work Release:	_____	x	N/A	=	_____
	Volunteers:	_____	x	N/A	=	_____

**B.           ADVERTISING CAMPAIGN(media, marketing, sales):**

Advertising Expenses:   **See Attached projections**

Radio, print, video, social media, posters, signs see attached

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**C.           OPERATIONAL EXPENDITURES (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)**

Firms Operating Expenses:   **See attached projections**

List out equipment needed: **See attached projections**

Tents, tables, bands, kids activities and street performers

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**D.           OPERATIONAL REVENUE (sponsorship, ticket sales, endorsements, advertising, etc.):**

Firm's Revenue: **See attached projections**

List our Revenue Sources: **See attached projections**

Corporate sponsors- see attached

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**E.           PROJECTED TOTAL EVENT COST; See Attached projections**

<b>Rockin Independence Eve      July 3rd, 2016</b>		
<b>Expenses</b>	<b>Total Cost</b>	
Grand Rental Station (tent, chair, tables)	\$ 1,500.00	
Photographer	\$ 100.00	
Johnny Blue	\$ 676.50	
Fencing	\$ 27.74	
Security	\$ 412.50	
Insurance	\$ 175.00	
Insurance for Shenandoah Univ	\$ 431.25	
Valley Ice	\$ 175.00	
Fencing	\$ 50.00	
Sunbelt Rental	\$ 273.26	
Parking Authority	\$ 27.00	
Palmer Media (Audio/Sound)	\$ 1,500.00	
Media Campaign		
I HeartMedia (Q102, 98.3, 99.3 FM)	\$ 500.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$ 500.00	
Video Production	\$ 285.71	
The Winchester Star	\$ 485.26	
The Journal	\$ 160.00	
NV Dailey	\$ 99.88	
Frederick Report	\$ 111.11	
Wein & Stien	\$ 66.67	
Google ad's	\$ 200.00	
Facebook Boosting	\$ 160.00	
<b>Entertainment</b>		
Bands	\$ 2,500.00	
Street Performers	\$ 1,750.00	
DJ Music	\$ 225.00	
MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups,fliers, volunteer food, poster ad design)	\$ 1,500.00	
Fireworks Display	\$ 4,000.00	
<b>Sub total expenses (some expenses subject to change)</b>	<b>\$ 17,891.88</b>	
<b>sponsorships - projected revenue extimated lower then expected</b>	<b>Total</b>	
non ticketed event -- FREE to public	\$ -	
Exhibitors/Vendors	\$ 750.00	
Sponsorship & Advertisement Revenue	\$ 17,500.00	
<b>Total Revenue</b>	<b>\$ 18,250.00</b>	
<b>Net Revenue</b>	<b>\$ 358.12</b>	
Media Partner and Trade Value		
I Heart Media, Centennial Broadcasting, Winchester Star, Comcast, Frederick Report, Valley Home Style, Google Ads, OTW Facebook, partner's Facebook	\$ 20,000.00	

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**EVENT NAME:** Friday Night Live, July 15, 2016

**EVENT LOCATION:** Taylor Pavilion and additional performers on Old Town Mall

**A. LABOR HOURS: QTY: LABOR RATE: TOTAL COST:**

Principal:	_____	x	_____	=	Retainer
Laborer:	_____	x	_____	=	__Retainer__
Event Coordinator:	_____	x	_____	=	__Retainer__
Work Release:	_____	x	N/A	=	_____
Volunteers:	_____	x	N/A	=	_____

**B. ADVERTISING CAMPAIGN**(media, marketing, sales):

Advertising Expenses: **See Attached projections**

Radio, print, video, social media, posters, signs see attached

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**C. OPERATIONAL EXPENDITURES** (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: **See attached projections**

List out equipment needed: **See attached projections**

Tents, tables, bands and street performers

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**D. OPERATIONAL REVENUE** (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: **See attached projections**

List our Revenue Sources: **See attached projections**

Ticket and corporate sponsors- see attached

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**E. PROJECTED TOTAL EVENT COST; See Attached projections**



<b>Friday Night Live</b>	<b>July 15th, 2016</b>	
<b>Expenses</b>	<b>Total Cost</b>	
City Admission Taxes	\$ 168.94	
Grand Rental Station (tent, chair, tables)	\$ 750.00	
Photographer	\$ 100.00	
Johnny Blue	\$ 200.00	
Security	\$ 300.00	
Insurance	\$ 175.00	
Ice	\$ 213.23	
Fencing	\$ 27.74	
Parking Authority	\$ 27.00	
Palmer Media (Audio/Sound)	\$ 1,500.00	
Media Campaign		
Clear Channel/IHeartMedia (Q102, 98.3, 99.3 FM)	\$ 1,000.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$ 1,000.00	
Video Production	\$ 285.71	
The Winchester Star	\$ 485.26	
The Journal	\$ 160.00	
NV Dailey	\$ 99.88	
Frederick Report	\$ 111.11	
Wein & Stien	\$ 66.67	
Google ad's	\$ 200.00	
Facebook Boosting	\$ 75.27	
<b>Entertainment</b>		
Bands	\$ 5,000.00	
Street Performers and Musicians; Caricature, Photo Booth, Stilt Walker, Magician, Mime	\$ 1,500.00	
MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups,fliers, volunteer food, poster ad design)	\$ 1,500.00	
Hotels	\$ -	
<b>Sub total expenses (some expenses subject to change)</b>	<b>\$ 14,945.81</b>	
<b>Revenue (subject to change based on sponsorships - projected revenue estimated lower then expected)</b>	<b>Total</b>	
Tickets	\$ 3,000.00	
Exhibitors/Vendors	\$ 500.00	
Sponsorship & Advertising Revenue	\$ 11,500.00	
<b>Total revenue projected</b>	<b>\$ 15,000.00</b>	
<b>Net Revenue</b>	<b>\$ 54.19</b>	
Media Partner and Trade Value I Heart Media, Centennial Broadcasting, Winchester Star, Comcast, Frederick Report, Valley Home Style, Google Ads, OTW Facebook, partner's Facebook	\$ 25,000.00	

**CITY OF WINCHESTER  
SPECIAL EVENT TASK ORDER  
REQUEST FORM**

The OTDB Executive Director, the City's authorized Contract Administrator, and Dario Savarese, USA Marketing, shall utilize this template to begin the specific task order discussions for all aspects of each event. Each task order shall be fully incorporated and made a part of Contract No. 200806 and in the event of conflict, the order of precedence shall be: 1) Contract No. 200806 and 2) City Task Order.

**EVENT NAME:** Friday Night Live, August 19, 2016

**EVENT LOCATION:** Taylor Pavilion and additional performers on Old Town Mall

<b>A.</b>	<b>LABOR HOURS:</b>	<b>QTY:</b>	<b>LABOR RATE:</b>	<b>TOTAL COST:</b>
	Principal:	_____ x _____	=	Retainer
	Laborer:	_____ x _____	=	Retainer
	Event Coordinator:	_____ x _____	=	Retainer
	Work Release:	_____ x N/A	=	
	Volunteers:	_____ x N/A	=	

**B. ADVERTISING CAMPAIGN**(media, marketing, sales):

Advertising Expenses: **See Attached projections**

Radio, print, video, social media, posters, signs - see attached

**C. OPERATIONAL EXPENDITURES** (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: **See attached projections**

List out equipment needed: **See attached projections**

Tents, tables, bands and street performers

**D. OPERATIONAL REVENUE** (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: **See attached projections**

List our Revenue Sources: **See attached projections**

Ticket and corporate sponsors- see attached

**E. PROJECTED TOTAL EVENT COST; See Attached projections**

<b>Friday Night Live August 19th, 2016</b>		
City Admission Taxes	\$ 200.00	
Grand Rental Station (tent, chair, tables)	\$ 750.00	
Photographer	\$ 100.00	
Johnny Blues	\$ 200.00	
Security	\$ 300.00	
Insurance	\$ 175.00	
Ice/WalMart	\$ 150.00	
Fencing	\$ 27.74	
Parking Authority	\$ -	
Palmer Media (Audio/Sound)	\$ 1,500.00	
Media Campaign		
Clear Channel/IHeartMedia (Q102, 98.3, 99.3 FM)	\$ 1,000.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$ 1,000.00	
Video Production	\$ 285.71	
The Winchester Star	\$ 485.26	
The Journal	\$ 160.00	
NV Dailey	\$ 99.88	
Frederick Report	\$ 111.11	
Wein & Stien	\$ 66.67	
Google ad's	\$ 200.00	
Facebook Boosting	\$ 98.79	
<b>Entertainment</b>		
Bands	\$ 5,000.00	
Street Performers and Musicians; Caricature, Photo Booth, Stilt Walker, Magician, Mime	\$ 1,500.00	
MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups,fliers, volunteer food, poster ad design)	\$ 1,500.00	
Show Click's (Ticketing)		
Hotels	\$ -	
<b>Sub total expenses (some expenses subject to change)</b>	<b>\$ 14,910.16</b>	
<b>Revenue (subject to change based on sponsorships - projected revenue estimated lower than expected)</b>	<b>Total</b>	
Tickets	\$ 3,000.00	
Exhibitors/Vendors	\$ 500.00	
Sponsorship & Advertising Revenue	\$ 11,500.00	
<b>Total Revenue</b>	<b>\$ 15,000.00</b>	
<b>Net Revenue</b>	<b>\$ 89.84</b>	

**CITY OF WINCHESTER  
SPECIAL EVENT TASK ORDER  
REQUEST FORM**

The OTDB Executive Director, the City's authorized Contract Administrator, and Dario Savarese, USA Marketing, shall utilize this template to begin the specific task order discussions for all aspects of each event. Each task order shall be fully incorporated and made a part of Contract No. 200806 and in the event of conflict, the order of precedence shall be: 1) Contract No. 200806 and 2) City Task Order.

**EVENT NAME:** Old Town Winchester 'OctoBEER Fest' October 14 – 15 - 16, 2016

**EVENT LOCATION:** Taylor Pavilion and Old Court House Museum – Feltner Parking lot - and performers on Old Town Mall

A.	LABOR HOURS:	QTY:	LABOR RATE:	TOTAL COST:
	Principal:	_____ x _____	=	Retainer
	Laborer:	_____ x _____	=	Retainer
	Event Coordinator:	_____ x _____	=	Retainer
	Work Release:	_____ x N/A	=	
	Volunteers:	_____ x N/A	=	

B. **ADVERTISING CAMPAIGN**(media, marketing, sales):  
Advertising Expenses: **See Attached projections**

Radio, print, video, social media, posters, signs see attached

C. **OPERATIONAL EXPENDITURES**  
Firms Operating Expenses: **See attached projections**

List out equipment needed: **See attached projections**

Tents, lights, fencing, portable toilets, permits tables, bands and street performers

D. **OPERATIONAL REVENUE** (sponsorship, ticket sales, endorsements, advertising, etc.):  
Firm's Revenue: **See attached projections**

List our Revenue Sources: **See attached projections**

Tickets & corporate sponsor - see attached

E. **PROJECTED TOTAL EVENT COST; See Attached projections**

OctoBEER Festival October 14th - 15th - 16th, 2016		
Approximate Expenses	Total Cost	
City Admission Tax	\$ 950.00	
Grand Rental Station (tent, tables, chair, etc)	\$ 3,000.00	
Johnny Blue	\$ 1,300.00	
Security Haines day time	\$ 1,120.00	
Security Haines Overnight	\$ 850.00	
Photography	\$ 250.00	
Insurance	\$ 175.00	
Insurance for Shenandoah Univ	\$ 431.25	
Ice	\$ 750.00	
Stonewall Cooler	\$ 350.00	
Fencing	\$ 50.00	
Sunbelt Rental	\$ 1,000.00	
Signet Screen Printing (glasses 4oz)	\$ 3,500.00	
Signet Screen Printing t-shirt volunteer	\$ 500.00	
Signet Screen Printing volunteer Aprons	\$ 250.00	
Signet Screen Printing - plastic cups	\$ 792.09	
Old Court House Civil War Museum	\$ 300.00	
Parking Authority (parking passes for SU)	\$ 315.50	
Parking Authority	\$ 27.00	
Palmer Media (Audio/Sound)	\$ 1,500.00	
RAC Rental	\$ 50.00	
Media		
Clear Channel/iHeartMedia (Q102, 98.3, 99.3 FM)	\$ 1,250.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400)	\$ 1,250.00	
Video Production	\$ 285.71	
The Winchester Star	\$ 485.26	
The Journal	\$ 160.00	
NV Dailey	\$ 500.00	
Frederick Report	\$ 111.11	
Wein & Stien	\$ 266.67	
Comcast	\$ 500.00	
Google ad's	\$ 600.00	
Facebook Boosting	\$ 200.00	
Media (Digital, Print, misc)		
<b>Entertainment Band &amp; Dance troupe</b>	\$ 6,500.00	
DJ Music	\$ 600.00	
MISC (i.e press conference, Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$ 3,750.00	
Hotel	\$ 1,000.00	
<b>Sub total expenses (some expenses subject to change)</b>	<b>\$ 34,919.59</b>	
<b>Revenue (subject to change based on sponsorships - projected revenue estimated lower then expected)</b>	<b>Total</b>	
Tickets	\$ 15,000.00	
Exhibitors/Vendors	\$ 750.00	
Sponsorship & Advertisement Revenue	\$ 22,000.00	
<b>Total revenue projected</b>	<b>\$ 37,750.00</b>	
<b>Net Revenue</b>	<b>\$ 2,830.41</b>	

**CITY OF WINCHESTER  
SPECIAL EVENT TASK ORDER  
REQUEST FORM**

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**EVENT NAME:** Family Movies on the Mall (Thursday's in June, July, 2015)

**EVENT LOCATION:** Courthouse Lawn

**A. PROJECTED TOTAL EVENT COST; See Attached projections**

<b>B.</b>	<b>LABOR HOURS:</b>	<b>QTY:</b>	<b>LABOR RATE:</b>	<b>TOTAL COST:</b>
Principal:	_____	x	_____	= _____ Retainer_____
Laborer:	_____	x	_____	= _____ Retainer_____
Event Coordinator:	_____	x	_____	= _____ Retainer_____
Work Release:	_____	x	N/A	= _____
Volunteers:	_____	x	N/A	= _____

**C. ADVERTISING CAMPAIGN**(media, marketing, sales):

Advertising Expenses: **See Attached Projections**

List out media campaign and plan: Posters, A-frames- inserts, social media boosting, etc.

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**D. OPERATIONAL EXPENDITURES** (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: **See Attached Projections**

List out equipment needed: Provided by Winchester Parks & Rec and to facilitate showing of movies, cost of movies - see attached

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**E. OPERATIONAL REVENUE** (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: **See Attached Projections**

List our Revenue Sources:

Corporate sponsor - see attached

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**F. PROJECTED TOTAL EVENT COST: See Attached Projections**

<b>Family Movies on The Mall, 2016, Thursday's</b>			
<b>Approximate Expenses</b>	<b>Total Cost</b>		
Media (Digital, Print, Misc)	\$ 500.00		
Google ad's			
Facebook Boosting			
<b>Entertainment 8 movies</b>	\$ 2,400.00		
MISC (i.e press conference, Piccadilly Printing- posters, Signet Screen-signs, rack card, survey cards, fliers, poster & ad design, Media marketing)	\$ 500.00		
<b>Sub total expenses (some expenses subject to change)</b>	<b>\$ 3,400.00</b>		
<b>Revenue (subject to change based on sponsorships - projected revenue estimated lower then expected</b>	<b>Total</b>		
non ticketed event -- <b>FREE to public</b>			
Sponsorship	\$ 2,500.00		
<b>Total revenue projected</b>	<b>\$ 2,500.00</b>		
<b>Net Revenue</b>	<b>\$ (900.00)</b>		